**Multimedia Presentation to Board of Directors**

**Due Day 7 of Week 11**

The Board of Directors of your organization has identified you as a change agent who can help move your industry into the next phase of technological innovation. They have asked you to identify the best technological innovation available that could improve the way people work or learn in your business. The goal of your presentation is to get the Board to adopt the innovation you propose.

If the Board accepts your suggestion, they will implement the technological innovation throughout your industry. You must convince them that this innovation has been diffused widely enough to make a difference in other organizations. The Board wants to know the best way to approach the members of your organization to facilitate adoption.

You will create a multimedia presentation to present to the Board of Directions to demonstrate the diffusion and adoption process for one innovation introduced in your industry. You may choose to either create a video, a PowerPoint®, or a PowerPoint® converted to a video. In order to be ADA compliant, you must also include a transcript of your narration.

* **PowerPoint®:** You will narrate each slide and place a transcript of your narration in the “notes” section of your presentation. Your slides should show graphic portrayals of the research and information you have gathered, using keywords judiciously. You might consider using software to transfer your presentation into a video format, using. Web2.0 visual design elements.
* **Video:** You will narrate your presentation and include a transcript of your voice threads as a separate document. Please use Web2.0 visual design elements in developing your video.

You will add to your presentation weekly based on the content of the course discussions and readings. Initially, you will create a storyboard for your presentation to share with your learning community in order to receive constructive feedback and commentary. You will then transform your storyboard into a multimedia presentation. You will work in a learning community of three to four classmates, who will critique and help build stronger presentations using a group Wiki. Each member will have a separate page in the Wiki. Be sure to subscribe to an RSS feed for each page in your Wiki so you receive an email notice any time your Wiki has been modified. Remember to invite your instructor to join your Wiki as well.

Develop your multimedia presentation based on Web2.0 visual design principles. There are many Web sites to help you with your design, so only one is included for your use.

<http://www.noshrinkwrap.com/2007/09/20/4-tips-make-your-powerpoint-slides-visually-appealing/>

**Rubric for Multimedia Presentation to Board of Directors**

**Using the rating scale and comment areas:**A five level rating scale is used for scoring each of the quality indicators in the rubric in order to provide a summary overview of the relatively strong and weak areas. Ratings of 3 or above are considered satisfactory, while ratings of 1 or 2 do not achieve minimal standards for passing.

**Comments**: Following the required quality indicators, an additional space is provided for each section. This space can be used to provide specific guidance for revision, and it should also be used to praise strong work or noteworthy improvements. More extensive notes can be submitted as a separate attachment or as a marked-up copy of the manuscript.

5 = Acceptable as written, the level of scholarship demonstrates critical thinking and a mastery of all crucial elements.

4 = Acceptable as written, all crucial elements are included and adequately described.

3 = Approved, although revisions are strongly suggested in one or more important component(s) that are of markedly lesser quality than the rest of the quality indicators in this section.

2 = Must be revised and resubmitted because one or more essential component(s) are not satisfactorily described.

1 = Must be revised and resubmitted because one or more required element(s) are missing or previous requests for revision were ignored.

NA = Not Applicable. This quality indicator does not apply to the document.

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| Rubric for Multimedia Presentation to Board of Directors  150 Points | |
| Week 4: The Innovation-Development Process: 20 points | *Rating*  *(Click here* ↓*)* |
| The *need* for the innovation in your industry is established convincingly.  Comments: (click here→) |  |
| The *research* undergirding this innovation is demonstrated, including (a) the organization/people that developed the innovation, (b) the findings of their research, (c) the “lead thinkers,” for the innovation, and (d) how they convinced a manufacturer to produce the innovation.  Comments: (click here→) |  |
| The concerns about *development* are presented, including (a) the development problems encountered by the developers, and (b) the intended market for the innovation.  Comments: (click here→) |  |
| A description is included for the production, manufacturing, packaging, marketing, and distribution of your innovation.  Comments: (click here→) |  |
| Week 5: The Innovation–Decision Process: 30 points | Rating  (Click here ↓) |
| You placed your innovation on the timeline appropriately to demonstrate when the knowledge stage for your innovation occurred.  You linked your date to a web site that supported your decision.  Comments: (click here→) |  |
| You placed your innovation on the timeline appropriately to demonstrate when the persuasion stage for your innovation occurred.  You linked your date to a web site that supported your decision.  Comments: (click here→) |  |
| You placed your innovation on the timeline appropriately to demonstrate when the decision stage for your innovation occurred.  You linked your date to a web site that supported your decision.  Comments: (click here→) |  |
| You placed your innovation on the timeline appropriately to demonstrate when the implementation stage for your innovation occurred.  You linked your date to a web site that supported your decision.  Comments: (click here→) |  |
| You placed your innovation on the timeline appropriately to demonstrate when the confirmation stage for your innovation occurred.  You linked your date to a web site that supported your decision.  Comments: (click here→) |  |
| The communication channels that worked best for the decision are adequately described.  You linked your date to a web site that supported your decision.  Comments: (click here→) |  |
| Week 6: Adopter Categories and the S-Curve: 10 points | *Rating*  *(Click here* ↓*)* |
| A visual display of the S-Curve that demonstrates the adoption of your innovation is included  Comments: (click here→) |  |
| The S-Curve represents the progression of your innovation through the adoption stages accurately  Comments: (click here→) |  | |
| Week 7: Perceived Attributes of Innovations: 20 points | *Rating*  *(Click here* ↓*)* |
| The key innovators and early adopters in your workplace are identified, with a rationale for each person’s inclusion.  Comments: (click here→) |  |
| Strategies to persuade the innovators and early adopter to accept your innovation are included.  Comments: (click here→) |  |
| The key laggards in your workplace are identified in terms of the likelihood of their rejecting the innovation, with suggested strategies to help move them toward adoption.  Comments: (click here→) |  |
| The perceived attributes that are most useful for helping your innovation achieve critical mass in your industry are discussed and justified.  Comments: (click here→) |  |
| Week 8: Critical Mass and Change Agents: 20 points | *Rating*  *(Click here* ↓*)* |
| A justification is included for using either a centralized or decentralized approach for the adoption of the innovation you are proposing to the Board of Directors.  Comments: (click here→) |  |
| Key change agents in your organization are identified, indicating how the seven roles of a change agent can be used in your organization to effect positive social change.  Comments: (click here→) |  |
| An explanation of critical mass for your innovation is shown and related to your industry.  Comments: (click here→) |  |
| If your innovation has not met critical mass, one of the four strategies for achieving critical mass is recommended to the Board for your innovation.  Comments: (click here→) |  |
| Week 9: Organizational Innovations: 10 points | *Rating*  *(Click here* ↓*)* |
| The role of the “champion” is shown in order to set the agenda for your organization by (a) defining  the need for your innovation, and  Comments: (click here→) |  |
| The role of the “champion” is shown in order to set the agenda for your organization by (b) matching your innovation to that need.  Comments: (click here→) |  |
| General Considerations: 10 points | *Rating*  *(Click here* ↓*)* |
| Your presentation is developed in a way that it can persuade the Board that the innovation will have a significant impact and create positive change in your industry.  Comments: (click here→) |  |
| Your final slide is designed to leave a lasting impact on the Board of Directors. You demonstrate you are a champion by convincing them that your organization cannot accomplish its goals without using this innovation. You use this opportunity to drive your point home.  Comments: (click here→) |  |
| Mechanics of the Multimedia Presentation: 30 points | *Rating*  *(Click here* ↓*)* |
| Graphics, Tables, and Pictures are used effectively to demonstrate concepts.  Comments: (click here→) |  |
| At least five links are included to websites of videos and/or multimedia resources on YouTube, TeacherTube, or other sources that provide information on your innovation.  Comments: (click here→) |  |
| Written words are used as needed, but do not dominate the presentation.  Comments: (click here→) |  |
| Narration is included in your PowerPoint® or video that flows smoothly and provides insight into your topic.  Comments: (click here→) |  |
| Best practices for a PowerPoint® or video are effectively used (effects, transitions, font sizing, color).  Comments: (click here→) |  |
| Transcript of narration is included meeting ADA requirements.  Comments: (click here→) |  |
| Total | 150 Points |